

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
314048-1	10/21/12	October 2012	10/01/12 - 10/15/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Florida Democratic Party - S	FL Democratic Party: Sac	3

Billing Address:

Dudley Media
Attention: Accounts Payable
919 Catherine Street
Philadelphia, PA 19147
USA

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Flight Dates	Order #	Alt Order #
10/09/12 - 10/15/12	314048	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/09/12	10/14/12	M-F 6-7a	6-7a	-1111--	:30	4	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WPTV Tu 10/09/12 6:38 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 6 WPTV W 10/10/12 6:36 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 7 WPTV Th 10/11/12 6:37 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM 8 WPTV F 10/12/12 6:37 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM									
2	10/15/12	10/15/12	M-F 6-7a	6-7a	1-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/15/12 6:34 AM M-F 6-7a 6-7a :30 MLS1207H \$900.00 NM									
3	10/09/12	10/15/12	M-F 7-9a	7-9a	21221--	:30	8	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 21221-- 8 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WPTV Tu 10/09/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 7 WPTV W 10/10/12 7:56 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 8 WPTV W 10/10/12 8:37 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 10 WPTV Th 10/11/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 9 WPTV Th 10/11/12 8:43 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 11 WPTV F 10/12/12 7:23 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 13 WPTV M 10/15/12 6:59 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM 12 WPTV M 10/15/12 8:26 AM M-F 7-9a 7-9a :30 MLS1207H \$1,500.00 NM									

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314048-1	10/21/12	October 2012	10/01/12 - 10/15/12
Advertiser		Product	Estimate Number
Florida Democratic Party -		FL Democratic Party: Sac	3

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/09/12	10/15/12	M-F 9-10a	9-10a	1-1----	:30	2	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1-1---- 2 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WPTV W 10/10/12 9:59 AM M-F 9-10a 9-10a :30 MLS1207H \$650.00 NM 5 WPTV M 10/15/12 9:50 AM M-F 9-10a 9-10a :30 MLS1207H \$650.00 NM									
5	10/09/12	10/15/12	M-F 530-6p	530-6p	11111--	:30	5	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Tu 10/09/12 5:42 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 4 WPTV W 10/10/12 5:35 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 5 WPTV Th 10/11/12 5:44 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 6 WPTV F 10/12/12 5:43 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM 7 WPTV M 10/15/12 5:36 PM M-F 530-6p 530-6p :30 MLS1207H \$950.00 NM									
6	10/09/12	10/15/12	Sa 6p	6-630p	-----S-	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Sa 10/13/12 Sa 6p 6-630p :00 \$600.00 NM See MG 6.3 3 WPTV Sa 10/13/12 6:53 PM Sa 7p News 7-730pm :30 MLS1207H \$600.00 NM MG for 6.2 10/13									
7	10/09/12	10/15/12	M-F 6-630p	6-630p	11111--	:30	5	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 11111-- 5 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WPTV Tu 10/09/12 6:28 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 4 WPTV W 10/10/12 6:13 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 5 WPTV Th 10/11/12 6:24 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 6 WPTV F 10/12/12 6:13 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM 7 WPTV M 10/15/12 6:08 PM M-F 6-630p 6-630p :30 MLS1207H \$1,800.00 NM									
8	10/09/12	10/15/12	Su 6p	6-630p	-----S	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 -----S 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Su 10/14/12 6:23 PM Su 6p 6-630p :30 MLS1207H \$850.00 NM									
9	10/09/12	10/15/12	THE VOICE	8-11p	1-----	:30	1	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/09/12 10/15/12 1----- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 10/15/12 8:27 PM THE VOICE 8-11p :30 MLS1207H \$3,000.00 NM									

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Advertiser	Product	Estimate Number	
Florida Democratic Party -	FL Democratic Party: Sac	3	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
10	10/09/12	10/15/12	M-F 11-1135p	11-1135p	11111--	:30	5	\$1,025.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	11111--	5	\$1,025.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPTV	Tu	10/09/12	11:29 PM	M-F 11-1135p	11-1135p	:30	MLS1207H	\$1,025.00 NM
3	WPTV	W	10/10/12	11:21 PM	M-F 11-1135p	11-1135p	:30	MLS1207H	\$1,025.00 NM
4	WPTV	Th	10/11/12	11:34 PM	M-F 11-1135p	11-1135p	:30	MLS1207H	\$1,025.00 NM
5	WPTV	F	10/12/12	11:34 PM	M-F 11-1135p	11-1135p	:30	MLS1207H	\$1,025.00 NM
6	WPTV	M	10/15/12	11:34 PM	M-F 11-1135p	11-1135p	:30	MLS1207H	\$1,025.00 NM
11	10/09/12	10/15/12	Sa 7-8a	7-8a	-----S-	:30	1	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S-	1	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPTV	Sa	10/13/12	7:12 AM	Sa 7-8a	7-8a	:30	MLS1207H	\$600.00 NM
12	10/09/12	10/15/12	M-F 7-730p	7-730p	-1-1---	:30	2	\$950.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-1-1---	2	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
9	WPTV	Tu	10/09/12	7:18 PM	M-F 7-730p	7-730p	:30	MLS1207H	\$950.00 NM
10	WPTV	Th	10/11/12	7:12 PM	M-F 7-730p	7-730p	:30	MLS1207H	\$950.00 NM
13	10/09/12	10/15/12	Sa 8-10a	8-10a	-----S-	:30	1	\$725.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S-	1	\$725.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WPTV	Sa	10/13/12	8:29 AM	Sa 8-10a	8-10a	:30	MLS1207H	\$725.00 NM
14	10/09/12	10/15/12	Sa 10-1030a	10-1030a	-----S-	:30	1	\$425.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S-	1	\$425.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WPTV	Sa	10/13/12	10:19 AM	Sa 10-1030a	10-1030a	:30	MLS1207H	\$425.00 NM
15	10/09/12	10/15/12	M-F 4p-5p	4-5p	11111--	:30	5	\$600.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	11111--	5	\$600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
8	WPTV	Tu	10/09/12	4:38 PM	M-F 4p-5p	4-5p	:30	MLS1207H	\$600.00 NM
9	WPTV	W	10/10/12	3:59 PM	M-F 4p-5p	4-5p	:30	MLS1207H	\$600.00 NM
10	WPTV	Th	10/11/12	4:22 PM	M-F 4p-5p	4-5p	:30	MLS1207H	\$600.00 NM
11	WPTV	F	10/12/12	4:36 PM	M-F 4p-5p	4-5p	:30	MLS1207H	\$600.00 NM
12	WPTV	M	10/15/12	3:59 PM	M-F 4p-5p	4-5p	:30	MLS1207H	\$600.00 NM
16	10/09/12	10/15/12	1130p-12x After NFL	1130p-1205a	-----S	:30	1	\$750.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S	1	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPTV	Su	10/14/12	12:14 AM	1130p-12x After NFL	1130p-1205a	:30	MLS1207H	\$750.00 NM

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Advertiser	Product	Estimate Number	
Florida Democratic Party -	FL Democratic Party: Sac	3	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
17	10/09/12	10/15/12	Su 7-8a	7-8a	-----S	:30	1	\$425.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S	1	\$425.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPTV Su	10/14/12	7:39 AM	Su 7-8a		7-8a	:30	MLS1207H	\$425.00	NM
18	10/09/12	10/15/12	M-F 1135p-1235a	1135p-1235a	11111--	:30	5	\$475.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	11111--	5	\$475.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
2 WPTV Tu	10/09/12	12:08 AM	M-F 1135p-1235a		1135p-1235a	:30	MLS1207H	\$475.00	NM
3 WPTV W	10/10/12	12:31 AM	M-F 1135p-1235a		1135p-1235a	:30	MLS1207H	\$475.00	NM
4 WPTV Th	10/11/12	12:31 AM	M-F 1135p-1235a		1135p-1235a	:30	MLS1207H	\$475.00	NM
5 WPTV F	10/12/12	12:30 AM	M-F 1135p-1235a		1135p-1235a	:30	MLS1207H	\$475.00	NM
6 WPTV M	10/15/12	12:29 AM	M-F 1135p-1235a		1135p-1235a	:30	MLS1207H	\$475.00	NM
19	10/09/12	10/15/12	Su 8-9a	8-9a	-----S	:30	1	\$900.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	-----S	1	\$900.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
3 WPTV Su	10/14/12	7:59 AM	Su 8-9a		8-9a	:30	MLS1207H	\$900.00	NM
20	10/09/12	10/15/12	the voice	8-11p	M-----	:30	1	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	M-----	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV M	10/15/12	9:18 PM	the voice		8-11p	:30	MLS1207H	\$3,000.00	NM
21	10/09/12	10/15/12	vp debate	8-11p	---T---	:30	1	\$3,000.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	---T---	1	\$3,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV Th	10/11/12	11:00 PM	vp debate		8-11p	:30	MLS1207H	\$3,000.00	NM
22	10/09/12	10/15/12	M-F 2-3p	2-3p	M--TF--	:30	1	\$300.00	NM
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/09/12	10/15/12	M--TF--	1	\$300.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPTV M	10/15/12	2:53 PM	M-F 2-3p		2-3p	:30	MLS1207H	\$300.00	NM

Total Spots 54 Gross Total \$58,525.00

Payment Terms 30 Days

Agency Commission \$8,778.75

Net Amount Due \$49,746.25